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## Leroy, Marion County, Florida

The Co-Operative Land & Improvement Company

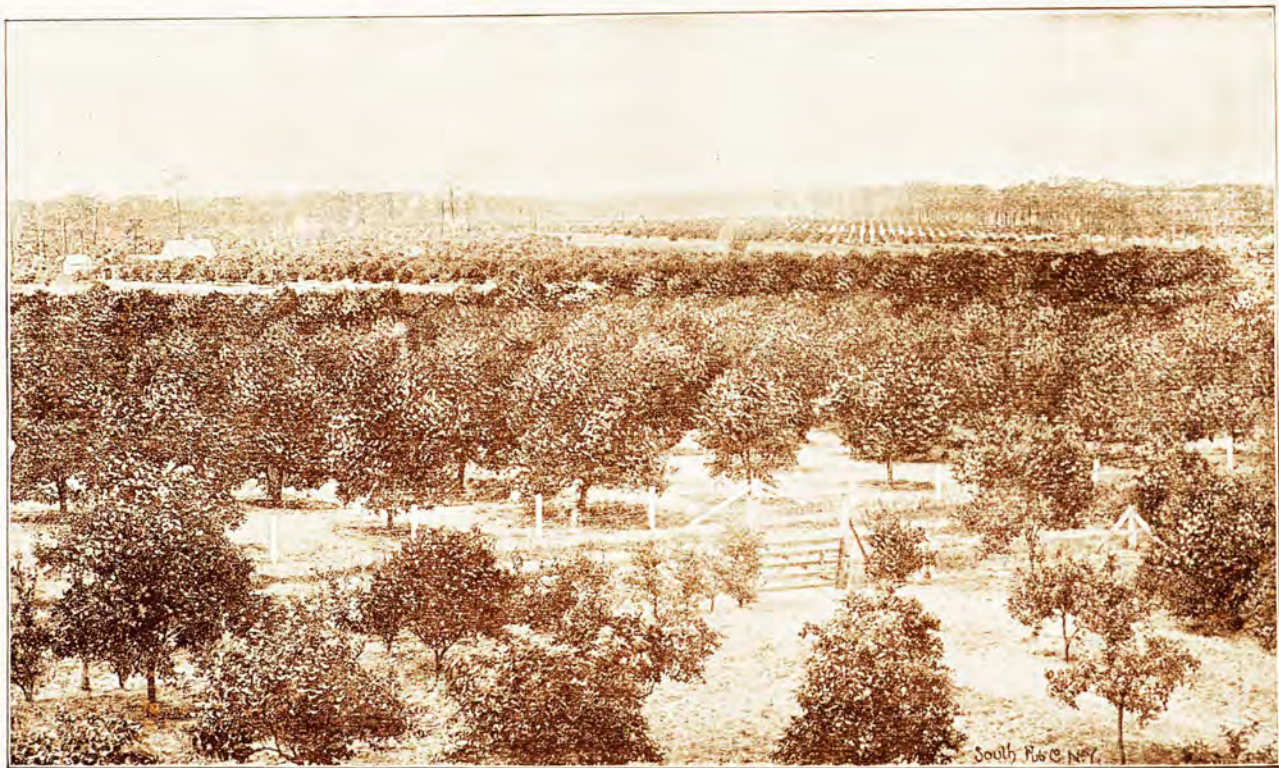
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# LEROY, MARION COUNTY FLORIDA



COMPLIMENTS OF  
THE CO-OPERATIVE LAND & IMP CO.





ONE HUNDRED ACRE ORANGE GROVE'

Dividends of 10 per cent. paid semi-annually.

Next Dividend payable Feb. 1, 1893, 10 per cent.

AN INVESTMENT THAT WILL DOUBLE EVERY 12 MONTHS.

20 Per Cent per Annum in Dividends. No Risk Absolute certainty of Profit.

The Poor Man's Chance. The Rich Man's Opportunity.

\$100,000 WORTH OF REAL ESTATE ABSOLUTELY FREE.

*Full Information and General Plan of our Great Free Land Offer in*

The Phenomenal Young City, **LERROY**, Marion County, Florida.

A Co-operative profit sharing plan that makes you part owner in \$650,000 worth of Real Estate and other property, and at the same time gives you a Warranty Deed Absolutely Free, of Land comprising

Orange Grove tracts in size from 5 to 10 acres, and Cottage sites 40x100 and Business lots 25x100 feet, worth three times the amount of your investment.

*READ THIS ENTIRE PAMPHLET, WHICH GIVES FULL EXPLANATION.*





## FLORIDA.

Florida has ever been the fabled land of America ; around no portion of the new world linger legends so rich in silver promises, as well as in golden realities. Since Ponce de Leon's band of Spanish Cavaliers threaded their way over the rolling pine sweeps and plunged into the impenetrable swamps in search of the Spring of Youth, the eager eye of the world has sought in this land of cerulean skies and balmy breezes for some great blessing to the human race. What this great blessing would be was left to our own generation to discover. The Spring of Perpetual Youth had drawn the Indians from the far mountains of the interior to this land of flowers. Old men, past their allotted age, were made strong again, and the savages in their ingenuousness thought that there must be some spring in which they dipped to be rejuvenated, and they wandered ever in search of this spring of promise. When De Leon and his followers landed on these beautiful shores, all could tell of the efficacy of the spring, but none could point out its definite locality. He and his followers, like the Indians, found and knew not that the search was ended; 'twas no spring that they searched for ; there were no waters in which their limbs must be dipped to revive youth; the Spring of Youth was everywhere; 'twas the balmy air that they drew in with each breath. The Indians, drawn with rheumatism, or racked with coughs from exposure in the bleak woods of the North, came to this land of sunshine and in the warmth and purity of its atmosphere regained health and hardiness. Over almost the same trails by which these children of the forest fled from the cruel winters of the North, to-day thousands of our people of the North pass each winter to Florida to regain the bloom to their hectic cheek and to restore strength to their weakened lungs.

Florida is the great health Mecca, to which the invalids of our 60,000,000 of people must turn—the great Sanitarium of America, and right here Florida should have the meed of praise for the great throb of prosperity through the entire South, for 'twas to Florida the first Northern emigrants went, and through these and the annual tourists that the many advantages and attractions of the South became known to the North.

### MARION COUNTY

Is the section of the State of Florida in which Leroy is located. The location being well South, and the soil unexcelled, the rich rolling high pine land merits the well-deserved title of FLORIDA'S BLUE GRASS REGION. Marion county bears the palm of the largest bearing orange grove in the world, also the best paying lemon groves in the State are in its county limits.

For an illustration, take Ocala, the county seat of this county for a centre. Within a radius of twenty miles it will include an area *in which is grown two-thirds of the State's Citrus (orange and lemon) production.*

Three trunk lines of railroad traverse the county, the third and very important one is the Silver Springs, Ocala and Gulf Railway, on whose line is located the town of Leroy. But ten minutes distant from the depot in Leroy is located the greatest of all Florida's curiosities, the We-ki-wa Spring (clear water). Looking down into its pellucid and translucent depths, the sight is one of the grandest ever seen. The name by which it was known to the Indians is now changed to Blue Spring. Here are found fish in myriads. From this wonderful spring flows a deep and navigable stream into the celebrated Withlacoochee river, from whose waters a steamboat runs to the basin of the Blue Spring. The river abounds with fine fish, while game in abundance can be found along its banks. Excursion parties from Ocala and adjacent towns often come to this spot for sport and recreation. It is in this section of Florida that the wonderful phosphate mines have been discovered, worth millions of dollars. Ocala, only ten miles distant from Leroy, is the centre of a central orange growing country. It has been said, and truly, that this city will in a very few years be the Indianapolis of Florida—the centre of a dozen railroads, and the capital of the State.

### LEROY, FLORIDA,

Situated ten miles west of the city of Ocala, the county seat of Marion County, on the Silver Springs, Ocala & Gulf Railroad, has been rightly named by the Florida press as MARION'S PHENOMENAL CITY. Less than four years ago it consisted of only



a railroad depot and a few houses scattered through the pine woods. Now over seventeen thousand enterprising, home-loving people from all parts of the United States own property there. *Twenty miles of streets have been cleared, a mammoth steam saw mill built, two beautiful hotels, stores, residences and storerooms already erected, and new houses going up every day. It is the finest location, healthiest locality, best fruit and garden spot in all Florida.*

### OUR COMPANY

Is composed of well-known business men, who organized this Company with an authorized capital of (\$200,000) two hundred thousand dollars, for the purpose of buying, selling, improving and operating in real estate, orange groves, phosphate mines, etc.

### OUR FIRST PURCHASE

Was made of the People's Homestead Co., and consisted of all their lands, hotel, office building, horses, carriages, stock and fixtures, at Leroy, Marion County, Florida, together with the office furniture, printed matter, books, etc., belonging to said company, in New York.

This purchase was made after careful investigation as to its merits, location, quality of land and prospects of rapid growth in population, and consequent rapid increase in the values of its lands. Our purchase of this company included all their land and amounted to about five thousand acres situated in and around the City of Leroy. Besides this we have secured five thousand acres adjoining, making in all ten thousand acres of high, dry, rolling and fertile pine and hummock land, all of which is beautifully situated. Not a particle of swamp and not an acre but what is good for orange, fruit and vegetable culture. In fact, people who have visited it say it is the most beautifully located in all Florida.

We believe every acre outside of the city limits is now worth \$100 per acre, and lots near the station are selling for \$100 to \$300 each, and lots one mile from the station at \$25. Five acre Orange Grove tracts are selling at \$200 to \$300 each. *Over 500 Grove tracts have been sold in the past three years, and many of them are now beautiful bearing orange groves.*

### WHAT WILL THE PROPERTY SELL FOR?

That is the question which will most interest you if you read this pamphlet through, because we propose to make you a part owner of this vast property if you accept our offer of *free property*.

We intend in making these figures to come as near facts as possible, and instead of figuring what it will be worth five years from now, to figure just what it will *sell for to-day*.

We have about 5,000 house lots left unsold; streets are all laid out and cleared. These lots range in prices from \$25 to \$300. Besides 1,000 acres in city lots, we have 9,000 acres of land, worth to-day \$50 per acre.

### ESTIMATED VALUE OF PROPERTY.

5,000 House and Business Lots, average \$40 each,	\$200,000
9,000 Acres for Fruit and Vegetable Farms, \$50 per acre,	450,000

Total Value of Real Estate,	\$650,000
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Besides this we have the hotel, office building, stock and tools at Leroy, and office furniture, etc., at New York, valued at \$20,000; but it is hardly fair to value all this land at \$50 per acre, when a large portion is worth more and will increase in value from year to year, as new settlers locate here. Neither is it fair to put the average price of house and business lots at \$40, when they will surely sell as high as \$500 within five years, possibly within three.

It will be the policy of the Company to reserve a portion of its lands for much higher prices.

### LAND TO BE GIVEN AWAY.

We have shown that this property is worth and will sell for \$650,000, but we have advertised to give away \$100,000, so this will reduce the amount we would receive to \$550,000; deduct from this \$50,000 for advertising and other expenses, and we have left \$500,000 with which to pay dividends to stockholders.

As the Capital Stock of the Company is only \$200,000, forty thousand shares at \$5.00 per share, it *ought to be worth*, and we think *is worth*, \$12.50 per share instead of \$5.00.



PHOSPHATE MINING.





A LEROY ROAD.

## OUR CO-OPERATIVE PLAN.

It is a well-known fact that co-operation is the true and only successful principle by which any large corporation can make a large enterprise successful. The more persons interested in an enterprise of this kind, the more money is made and the more successful the enterprise. Why? Because a small army of men are interested in its success, are feeders from all parts of the United States to the centre or home office of this great Company. Isn't it so? Well, this is just why we are willing to make you a part of this great Company, by legally executing and delivering to every subscriber for a share of stock a Full Warranty Deed for a Lot or Grove Tract of valuable land. FREE OF ALL INCUMBRANCES, which is at once yours and your heirs' and assigns' forever. At the same time the Company issues and delivers to you your Certificate of Stock, corresponding in face value with the amount of your subscription. *And every share of said stock is secured and guaranteed by all the remaining unsold property and possessions of this Company.*

## HOW DIVIDENDS ARE EARNED.

During the past year \$65,000 in cash has been received by the Company from sale of lots, receipts from hotel and other sources. The Company *does not owe a dollar and has sufficient funds in hand to declare and pay a dividend of 10 per cent. now.* The company feel safe, therefore, in *guaranteeing to purchasers of stock and land a dividend of 20 per cent. per annum.* The following is an estimate of the income of the Company for two years:

### FIRST YEAR.

<i>From the sale of lots,</i>	\$ 75,000
<i>From sale of phosphates, first year,</i>	25,000
<i>From hotel and other sources,</i>	10,000
	<hr/>
	\$110,000
Expenses estimated,	25,000
	<hr/>
	\$ 95,000

### SECOND YEAR.

From sale of lots,	\$100,000
From sale of phosphates,	50,000
From hotel and other sources,	15,000
	<hr/>
	\$165,000
Expenses estimated,	35,000
	<hr/>
	\$130,000

From the above it will be seen that the dividends the first year could be made 40 per cent. and the second year 60 per cent., but as the Company desire and will spend each year a portion of their income in extending and improving their 100-acre orange grove, which will prove a perpetual dividend-paying investment, it is considered good business policy to expend a part of the profits in improving and making the property a perpetual dividend-paying investment.

## WHAT \$100 WILL DO.

One hundred dollars invested *now* in stock and land of this Company secures stock of the Company worth \$100 and a Warranty Deed of lots worth at least \$100.

<i>In five years these same lots will be worth at least,</i>	\$400
<i>The stock of the Company ought to be worth two for one, or,</i>	200

<i>Making value of stock and lots,</i>	\$600
<i>Deduct cost of stock and lots,</i>	100

<i>Profit on the investment,</i>	\$500
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The above is a safe and conservative estimate of what ought to be made on an investment of \$100.

## HOW CAN YOU LOSE?

*An investment on this plan is absolutely safe, because if you invest \$100, or \$500, or \$1,000 you get a Warranty Deed of property worth more than the amount you invest, to say nothing of the stock which pays a dividend and is secured by all of the Company's property.*



## ONE OR MORE LOTS OR A FIVE OR TEN ACRE TRACT FREE.

We will sell \$100,000 worth of stock in this Company at par, 20,000 shares at \$5.00 per share. The balance is taken in New York. No one person will be allowed to take more than \$1,000 worth. *Free land will be given to each purchaser of stock as follows:*

- Class A. To each purchaser of one share of stock, issued for \$5, we give one lot, 25x100 feet, valued at \$15. Free of all Incumbrances. \$15 will be the consideration named in the Warranty Deed conveying you the Free Land. Naming the consideration at the true value of the land not only completes all legal requirements for vesting the title in you, but fixes uniform valuations and promotes steady enhancement.
- Class B. To each purchaser of three shares of stock issued for \$15, we give one house lot, 40x100 feet, valued at \$30. Free of all Incumbrances. \$30 will be the consideration named in the Warranty Deed conveying you the Free Land. Naming the consideration at the true value of the land not only completes all legal requirements for vesting the title in you, but fixes uniform valuations and promotes steady enhancement.
- Class C. To each purchaser of five shares of stock issued for \$25, we give one house or business lot, size 40x100 feet, valued at \$50. Free of all Incumbrances. \$50 will be the consideration named in the Warranty Deed conveying you the Free Land. Naming the consideration at the true value of the land not only completes all legal requirements for vesting the title in you, but fixes uniform valuations and promotes steady enhancement.
- Class D. To each purchaser of thirty shares of stock issued for \$150, we give a five acre Orange grove tract, worth \$250. Free of all Incumbrances. \$250 will be the consideration named in the Warranty Deed conveying you the Free Land. Naming the consideration

at the true value of the land not only completes all legal requirements for vesting the title in you, but fixes uniform valuations and promotes steady enhancement.

- Class E. To each purchaser of sixty shares of stock issued for \$300, we give a ten acre Orange grove tract, worth \$500. Free of all Incumbrances. \$500 will be the consideration named in the Warranty Deed conveying you the Free Land. Naming the consideration at the true value of the land not only completes all legal requirements for vesting the title in you, but fixes uniform valuations and promotes steady enhancement.

Each share of stock costs \$5.00, and *Certificate of Stock and Warranty Deed of Free Land* is sent at once upon receipt of money.

*Stock of the Company will be received in payment for land in the same class in which it is issued, at any time within one year. Stockholders can, therefore, exchange their stock at face value, in payment for land, at any time they desire to do so within the next twelve months.*

### WHY THIS OFFER?

That's a fair question. Why should we sell stock in a company that shows they have \$650,000 worth of property, and that the stock is worth \$12.50, for only \$5.00 per share, and give land that is worth more than the stock costs and *charge nothing for the land*? Simply, as we have before stated, for the purpose of having people interested who will work for us and act as our agent in their locality. Each person to whom we give land will be interested and a part owner in all the remaining or unsold property, which secures and guarantees the full value of every share of stock issued by the Company, and will, therefore, certainly be interested in helping to sell the reserve property and increase dividends. Thus, viewed from any standpoint, our plan is co-operative in every feature.

### PROFITS TO BE MADE IN REAL ESTATE.

It has been truly said that "*Land is the basis of all wealth.*" More money has been made in buying and selling real estate

than anything else in the world, and the risk of an investment is nothing when compared with mines, railroad stocks, bonds, etc.

A Northern man, now living at Gainesville, Fla., bought lots in that place several years ago for \$600. Last year he refused \$15,000.

Mr. John F. Dunn, President of the Merchants' National Bank, Ocala, has made \$500,000 in real estate in Florida in less than ten years, and had no capital to start with. Mr. E. W. Agnew, of that city, has also made a fortune there in real estate.

A gentleman who purchased two Orange Grove Tracts two years ago, has just recently sold them for double what they cost him.

LEROY is as favorably located as any of these towns. The centre of rich orange and vegetable lands, and the only shipping point for this vast and rich territory, there is no reason why it should not become a large city and a favorite winter resort. House and business lots should sell for \$500 within a few years, and five and ten acre tracts will certainly be worth \$100 per acre, and every share of stock in this Company can be sold for more than it cost you.

#### A 100 ACRE ORANGE GROVE.

No investment in the world pays better than an orange grove. Unlike a gold or silver mine, it can never give out, but goes on from year to year, increasing in value and yielding more and more of its rich golden fruit, until the rich and happy owner scarcely knows what to do with his income.

The Bishop and Harris Grove, about twenty miles north of Leroy, will pay a profit of \$150,000 this year; last year it paid \$95,000, showing an increase of \$55,000 this year. It will keep on increasing its production for a hundred years.

Mr. John D. Rockefeller, of Standard Oil fame, Mr. John F. Dunn and others, have just formed a company, with a capital of \$300,000, and purchased the Panasoffkee Grove of Mr. Fichleberger, twenty miles south of Leroy, paying \$195,000 for it. This grove, which a few years ago amounted to nothing, will pay large dividends this year, and in a few years will undoubt-

edly pay \$100,000 yearly, or 33 1-3 per cent. on the capital stock.

The Co-operative Land and Improvement Co. have selected one hundred acres of its best land and will begin the business of raising oranges. The cost of clearing, fencing, setting out trees and taking care of one hundred acres is estimated at \$18,000; we will say it costs \$20,000, or \$4,000 per year. At the end of five years such a grove would be bearing well, and as a five acre grove in Florida is worth \$5,000, at the end of five years a hundred acre grove would be worth \$100,000, and would pay good interest on that amount. After five years' time, each year sees a doubling crop. Here is the record of a hundred acre orange grove in Florida: Third year after setting out trees, 100 boxes; fourth year, 800 boxes; fifth year, 4,000 boxes; sixth year, 8,000 boxes; seventh year, 20,000 boxes; eighth year, 48,000 boxes. First-class oranges should net the owner \$2.00 per box, after all expenses are deducted. An orange grove, once established and paid for, is about the best paying property in the world, and the person or company that owns one is about the most independent on earth. It can safely be stated that after eight years, a hundred acre orange grove would pay nearly or quite \$100,000 yearly, and would increase 50 per cent. each year. Such a grove as this would be worth a million dollars, and would pay 10 per cent. on that amount, and probably 20 per cent., at the end of ten or twelve years.

The extent of our grove will be enlarged as the profits of the Company warrant. It will therefore be seen that this Company can soon have an income sufficient to pay large dividends outside of its lands, which are growing more valuable every year.

#### WONDERFUL PHOSPHATE MINES.

MILLIONS OF DOLLARS MADE THE PAST TWO YEARS.

Nothing in the history of any State in the Union has called more world-wide attention or attracted more capital than the wonderful phosphate deposits and mines of Florida during the past two years. Millions of dollars have been invested by



American, English, French and German capitalists, and the excitement has not abated yet.

Land has sold for thousands of dollars per acre because of the phosphate deposits, that would probably never have brought more than \$100 for agricultural purposes.

Within the past three years the marvelous richness of the Florida phosphate fields has become world-famed, and capitalists and phosphate men from all over the world have come there and made investments.

The largest mines so far discovered are those near Leroy and on the S. S. O. & G. Railroad.

There are to-day represented in Ocala twenty-four phosphate companies, with an aggregate capital of \$31,390,000, as follows:

#### NAMES OF PHOSPHATE COMPANIES IN OCALA, FLORIDA.

	CAPITAL.		CAPITAL.
New York,	\$4,000,000	Albion,	300,000
Dunnellon,	1,200,000	Boulder,	1,000,000
Early Bird,	500,000	Stranathan,	100,000
Eagle,	2,000,000	Crown & Crescent,	500,000
Globe,	2,400,000	Anglo-Florida,	300,000
Ocala & Blue River,	3,000,000	North & South Alafia River,	360,000
Peninsular,	200,000	Chicago-Florida,	300,000
Netherlands,	820,000	Continental,	1,000,000
Panasoffkee,	100,000	Empire State,	1,500,000
Standard,	2,000,000	Cie. des Phosphates	
Withlacoochee,	400,000	de France,	1,000,000
Marion & Citrus,	200,000		
Marion,	5,000,000		
Florida,	210,000		\$31,390,000

#### APPROXIMATE VALUE OF PHOSPHATE LANDS.

There is no way of accurately determining the amount of phosphate in any tract of land. Deposits have been found only a few feet in depth, while others have been bored for 70 feet without going through the stratum. In the notably rich lands,

like those around Leroy, the proportion of phosphate to the acre is no doubt something enormous. In similar lands, instances are known where 10,000 tons of first-class rock have been taken from one-fourth of an acre, also 15,000 tons from one-half acre, without, in either case, exhausting, or even apparently diminishing, the deposits.

The estimated weight of phosphate rock is one ton per cubic yard. One acre of land contains 4,900 square yards on its surface. With a deposit of rock only nine feet in thickness, there would be approximately 14,700 tons on each and every acre of rock land.

Phosphate nets an average of \$6.50 per ton, and at this rate an acre would yield \$96,850 worth of phosphate. The beds discovered on the property of this Company are of the highest grade, and it is estimated that at least 360 acres is good phosphate land—enough to pay dividends in large amounts for years to come should the reports of engineers prove correct. The business of mining phosphate with this Company, however, is in its infancy, and no practical estimate can be made of the value of its phosphate lands.

#### WHAT ANALYSES HAVE SHOWN.

The following analyses of phosphate samples from the Company's lands fully demonstrate the value of the property when properly developed.

ANALYTICAL LABORATORY, DR. GIDEON E. MOORE,  
60 LIBERTY ST., NEW YORK.

*Certificate of Analysis for the Co-operative Land and Improvement Company.*

I have examined the samples of Rock Phosphate, marked as under, and find the following to be the result:

Mark of Sample.	Phosphoric Acid.		Bone Phosphate.
No. 1.	34.54 per cent.,	equivalent to	75.39 per cent.
" 2.	35.15 " "	"	76.72 " "
" 3.	36.23 " "	"	79.08 " "
" 4.	34.98 " "	"	76.36 " "

GIDEON E. MOORE.

### STANDARD GRADE.

The standard for high-grade hard-rock phosphate, for export, is: Minimum, 70 per cent. Tribasic Phosphate of Lime.

Soft-rock phosphate is marketable at as low as 60 per cent. Its market is principally domestic.

### PRICES OBTAINED.

The present market price for high-grade phosphate f. o. b. (on the cars), is \$6.50 per ton. This rate is very low, and will no doubt be materially increased in the near future.

### A PROFITABLE INDUSTRY.

That phosphate mining is an exceedingly profitable industry under proper conditions and management, is shown in the following instance of a prosperous working company:

#### THE STRANATHAN PHOSPHATE COMPANY

is now mining on 320 acres of high-class phosphate land.

The mining plant of this company cost \$7,000, and the capacity is 100 tons output per diem. The total cost of mining, preparing for market and placing on the cars is \$1.50 per ton. Deducting this sum from the present market price of \$6.50, leaves a net profit of \$5.00 per ton, in this case representing a net income of \$500 per diem.

### DIVIDENDS.

It has been shown here in this brief prospectus that the Company can pay dividends upon its capital stock of 20 per cent. per annum, or \$1.00 per year on each share of stock.

This is being done without working phosphate mines, but the Company have under option valuable phosphate and other lands, and the only reason for offering any part of its capital stock for sale is to acquire that which will enable the Company to earn larger dividends in the near future.

### NO WILD CAT SCHEME.

The Company are not trying to induce you to join any "wild cat" scheme.

This Company is three years old, does not owe a dollar in the world, and will pay out \$40,000 in dividends the coming year. The only question for you to decide is, Do you want any of the stock herein offered? *If you have money to invest, where can you invest more safely?*

### A SOLID INVESTMENT.

We believe we have shown to you that an investment in the stock of this Company is solid, but when you take into consideration the fact that we give you three times the value of your investment in land, and give a Warranty Deed of it, it becomes doubly so, and the land is absolutely a gift.

The dividends of the Company will soon pay back the amount of your investment, and the stock and land will have cost you nothing. *This Company is a success now. It earns and pays dividends at the rate of 20 per cent. a year.*

### LOSS IMPOSSIBLE.

Any man or woman can invest here with the assurance that loss is impossible. On the other hand, an investment of a few hundred dollars will bring in an income within a few years that will surprise you.

Should you conclude to take a five acre or a ten acre tract, you have a property worth cultivating, and which in a few short years would give you a competency.

Should your means admit of only an investment in stock large enough to secure one or more house or business lots, you can certainly more than quadruple your money on the lots, and still have your stock left as an investment.

Every stockholder will receive a semi-annual statement of the business done by the Company, with full particulars as to sale of stock and land. Dividends will be paid as earned every six months, and the books of the Company are always open to stockholders.

### FAST BEING TAKEN.

Already over \$25,000 of this stock has been taken throughout the country, and each mail brings us increasing business, so that it is now only a question of a short time when this offer will be withdrawn by reason of the free land and stock being all taken.

### CREDIT.

Many people write us that they would like to purchase stock enough to secure a five or ten acre tract, but have not the means to pay cash down. To those we say that the Company



will accept part cash, and the balance in monthly installments. No credit on purchases of less than \$25.00. For full particulars as to terms upon which the secured stock will be sold, see last page of this circular.

#### A LIMITED OFFER.

This offer is limited to February 2, 1893, at which time a dividend of 10 per cent. will be paid to all stockholders of record, *i. e.*, to all who have fully paid for their stock at that time. Purchasers on the installment plan cannot, of course, participate in the February dividend unless fully paid up before February 1st.

#### MINISTERS, LAWYERS, DOCTORS.

A good idea of the society of Leroy can be formed when we can show upon our books the names of over 1,000 doctors, 2,000 ministers and 2,000 lawyers. All of these gentlemen with their families are of the same opinion that Leroy is good enough for them, and they are very glad to encourage others to become interested in this charming location for a winter home, away from the chilly blasts of the Northern climate during the winter months. This in itself is a great recommendation to investors.

#### IN CONCLUSION,

We have tried to make our method and object as plain as possible, but if there is any point not clear to you, we will cheerfully answer any question by letter.

We have been asked by some of our customers to sell them \$2,000 worth of stock. To these we have but one answer. We cannot deviate from our plan, and would prefer to have 2,000 people interested throughout the United States than to sell \$100,000 worth of stock to one party at an advanced price. Our object being to have as many owners and workers as possible.

*You should own some real estate.* It is the duty of every American citizen to have a piece of ground that he can call his own, and no better or more liberal proposition has ever been made than what we offer you now. Florida has never had a boom, but it will come. Land in Florida is rapidly being taken up by far seeing and shrewd speculators, and the people there are happy healthy and prosperous.

*Consider this proposition, and if you do not care to become a part owner of this immense property, and at the same time secure*

some of the free land offered, kindly show this to some of your friends. *We are sure you will never receive another such liberal proposition.*

*The stock of this Company is full paid and unassessable.* It has a marketable value because the issue is only \$200,000, and it has the solid backing of real estate, hotel, etc., worth at least \$650,000.

*We desire purchasers of stock to act as agents in their locality for the sale of our reserved land, and to such we can offer a liberal commission, from which they can derive quite an income.*

#### TERMS UPON WHICH STOCK WILL BE SOLD.

Many people have written us that they would like more stock in our Company than they have ready money to pay for. We therefore give the best terms upon which we will sell stock.

On purchase of \$25 or less, cash with order.

On purchase of \$100, one-fourth cash, balance \$5 monthly.

On purchases of more than \$125 and less than \$200, one-fifth cash, balance \$10 monthly.

On purchases of more than \$200, and less than \$500, one-sixth cash, and balance \$15 monthly.

On purchases of \$500 to \$1,000, one-tenth cash, and balance \$25 monthly.

Each purchaser of stock will receive deed for free land, as stated in Class A, B, C, D and E.

No more than \$1,000 worth will be sold to any one person. No assessments of any kind can ever be made against the stock of this company. It is issued full paid and unassessable.

*Remittances should be made by Registered Letter, Postoffice Order, Bank Draft or Express, to*

#### THE CO-OPERATIVE LAND AND IMPROVEMENT COMPANY.

Elbridge Gerry Rideout, *President.*

Chas. M. Russell, *Treasurer.*

Frank P. Norton, *Secretary.*

Bennett Building, 97-99-101 Nassau Street, New York.

Visitors always welcome. Persons applying in person can take elevator to our offices in rooms 913 and 914.

# YOU SHOULD OWN AN ORANGE GROVE.

Upon the terms offered in this prospectus, every one should own an Orange Grove. We have made the terms easy and the offer is unprecedented. If you secure a grove tract now, under our stock and land offer in CLASS D and E, you will have something at the end of five years that will be a big paying investment, and which will have cost you a very little.

Five acres of land in an orange grove in Florida is worth as much as a hundred-acre farm North, and it is not one-fourth the labor to take care of it. The greatest drawback to Florida, in our opinion, is that it requires too little labor to obtain a living, and the constitutional laziness of man rapidly crops out where necessity does not spur him to labor. We make the assertion without fear of contradiction, that no one who has gone to Florida, with or without capital, and has labored with the same energy as is required to make a living in the North, for a space of five years, but at the end of this time has become thoroughly independent.

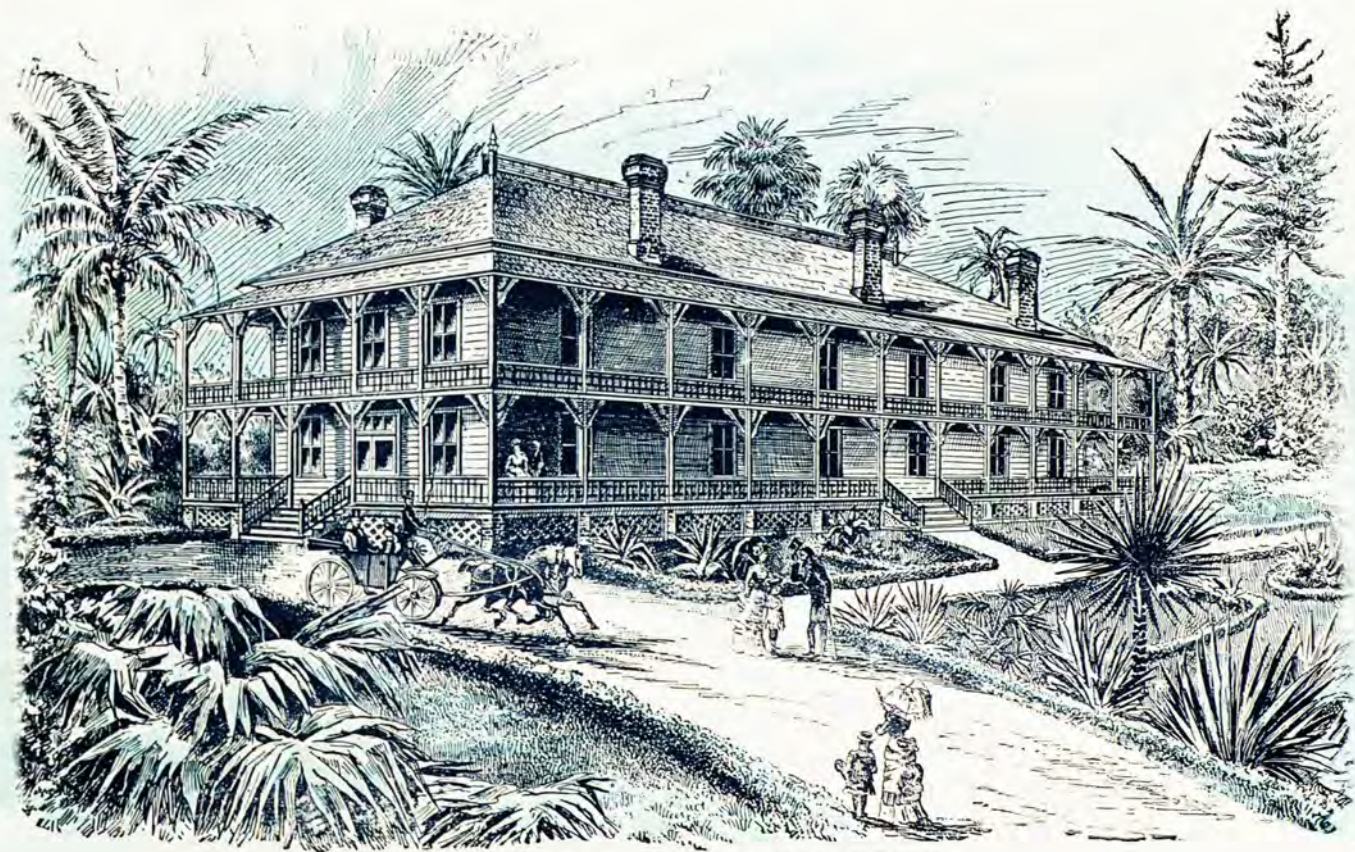
If your means will not admit of buying a grove tract now—secure some lots as per our offer in CLASS A, B or C. Our offer to accept stock at the par value and give land in exchange, proves that the stock is valuable, and the more you secure the better you are off and the more money you will make. You should secure an Orange Grove Tract if possible. If you cannot do this now, secure some lots in Leroy. They have more than doubled in value the past two years and will quadruple in the next five years.

## REFERENCES:

We refer to the following well-known people by permission: T. W. Harris, editor *New Capitol*, Ocala; F. E. Harris, editor *Ocala Banner*, Ocala; John F. Phillips & Co., 88 Warren St., New York; J. Y. Bettys, Leroy, Fla.; Col. Jas. L. White, ex-County Surveyor, Ocala, Fla.; J. U. Jenkins, Leroy, Fla.; Dr. Stephen L. Potter, Leroy, Fla.; Rev. C. F. Beal, Leroy, Fla.; S. H. Brown, Leroy, Fla.; Chas. Roach, Leroy, Fla.

*Plat and Maps showing Property mailed free of charge to any address upon application.*





HOTEL MATANZAS, LEROY, FLORIDA. OPEN ALL THE YEAR.